MC9190-G PARTNER BRIEF

EXECUTIVE SUMMARY

When your customers need to scan bar codes and collect data in the harshest of environments, Motorola's MC9190-G is ready for the job. This next generation rugged handheld takes the highly successful MC9090-G and makes it even better — with a faster processor, the latest WLAN mobile technology, improved security, enhanced rugged specifications and more scanning options. Whether workers are managing inventory in industrial warehouses, searching for materials in subzero temperatures out in the yard or repairing equipment on a military base in a hot sandy desert, the MC9190-G helps get the job done right and fast.

Next generation mobile platform

With more processing power and memory than any device in its class, the MC9190-G gives workers the same fast and dependable application performance they expect on their desktop. An 802.11a/b/g tri-mode radio supports deployment on virtually any wireless LAN. A best-in-class 3.7 inch high resolution VGA display offers crystal clear text and graphics in any lighting condition. In addition, the MC9190-G offers many other next generation Motorola-only features, including FIPS 140-2 security for government applications, a true enterprise class accelerometer and an integrated UHF Gen 2 RFID tag for 'touchless' device tracking.

Highly ergonomic and rugged design

The MC9190-G takes rugged design to a new level. Like its predecessor, the MC9190-G passes the same industry-leading toughness tests, operating reliably after exposure to heat, cold, dust, rain, even a spilled cup of coffee. And with the MC9190-G, we've further increased the ruggedness of two of the most used and most vulnerable elements of any industrial mobile computer — the touchscreen and the scanner exit window. In addition, Haz Loc (UL Class I, II, III / Division 2) models are available to ensure safe use in environments where combustible materials may be present.

Exceptional scanning performance…and more scanning options

The MC9190-G offers the very latest in scanning technology, so no matter what type of bar codes your customers need to scan, they can count on the first time split second scanning that has made Motorola the clear leader in the bar code industry. Whether your customers are currently using 1D and 2D bar codes or plan to migrate to 2D technology down the road, our revolutionary 2D imager engines deliver laser-like performance and easy omnidirectional scanning of all bar codes — whether they're near or far, damaged or dirty.

The MC9190-G gives your customers even more scanning options to meet their business needs

Four imager engines

- The groundbreaking new long-range imager (SE4600) can scan a 1D or 2D bar code as close as 8 inches (20.32 cm) to as far as 30 feet (9.14 m) away in any lighting condition — no special reflective label stock required.

- General purpose 2D imager (SE4500-SR) offers the best range and performance on medium and low density 1D and 2D bar codes.

- The SE4500-DL is optimized for medium to high density bar codes as well as the bar codes found on driver's licenses and other identification documents.

- The SE4500-HD is optimized for very high density bar codes, as well as virtually any direct part mark (DPM).

Two laser engines

- The SE960 for near contact to mid-range scanning of 1D bar codes

- The SE1524ER for long range, as far as 45 ft. (13.72 m) away, of 1D bar codes

GS1 compatible provides future proofing — and a major sales opportunity

Sunrise dates in 2010 allow manufacturers to begin using GS1 2D bar codes to improve inventory and supply chain management this year. Already in use in retail and medical manufacturing and distribution, the MC9190-G will enable your customers to not only integrate GS1 codes into their own operations, but also accommodate the use of codes that originate upstream in the supply chain. The strong return associated with the use of the information rich GS1 2D bar codes is expected to drive a great demand for 2D imagers in warehousing and heavy manufacturing — particularly in automotive, aerospace, semiconductor and electronics — providing an excellent sales opportunity for Motorola partners.

Hazardous Location Certified Models

Certain MC9190-G models are certified for use in areas that can contain ignitable materials, including flammable liquids, gases, dusts, fibers and flyings. As a result, your customers can count on Motorola's flagship performance and industry-leading data capture technology in critical applications throughout the military supply chain and Oil & Gas industry. With the MC9190-G in hand, personnel can safely and securely access the information and applications they need, whether they are inside a facility or out in the field. For example, military personnel can take a complete inventory of munitions and weaponry. An engineer on a military base can inspect and perform routine maintenance on missiles. And a technician on an oil rig can access complete maintenance history to ensure equipment is operating as expected.

WHAT'S NEW IN THE MC9190-G?

The Motorola MC9190-G mobile computer builds on the successful MC9090-G, offering more power to support today's applications, more scanning options, better scanning performance, Government grade security, a higher resolution display and a highly rugged touchscreen and exit window. The following chart highlights all the technology advances in this next generation in the MC9000 Series.

FEATURE	MC9090-G	MC9190-G	CUSTOMER BENEFIT
Processor	Intel XScale PXA270 @ 624 MHz	Marvell PXA320 @ 806 MHz	Faster processing improves application performance and user productivity, translating into minutes or even hours saved each week.
Memory	CE 5.0: 64MB/64MB or 128MB/64MB Windows Mobile 5.0 Premium or 6.1 Classic: 64MB/128MB or 128MB/128MB	256MB RAM/1 GB Flash	Major increase in memory improves application processing speed — with ample processing space, there is no need to swap programs in and out of memory during a transaction.
Operating System	Windows Mobile 5.0 Premium Edition Windows Mobile 6.1 Classic Microsoft Windows CE 5.0	Microsoft Windows Mobile 6.5 Classic or Microsoft Windows CE 6.0	The latest in mobile operating systems allows your business to take advantage of the latest feature set, including increased flexibility, interoperability and security.

WHAT'S NEW IN THE MC9190-G, CONTD.

FEATURE	MC9090-G	MC9190-G	CUSTOMER BENEFIT
SD Expansion Slot	SD/MMC card up to 1GB	SD/MMC card up to 32GB	Increased expansion slot capacity provides ample storage for the largest applications.
Interactive Sensor Technology (IST)	No	Yes	Enables leading edge motion-based applications, including dynamic screen orientation, power management and free-fall event logging as well as access to accelerometer data for custom applications.
Scanning Options	1D Laser (SE1224) 1D Laser Long Range (SE 1524ER) 1D/2D Imager (SE4400) 1D/2D Imager w/DPM (SE4400HD)	1D Laser (SE960) 1D Laser Long Range (SE1524ER) 1D/2D Imager (SE4500-SR) 1D/2D Long Range Imager (SE4600) 1D/2D Imager with Driver's License parsing (SE4500-DL) 1D/2D Imager with DPM (SE4500-HD)	Provides more data capture options, including long-range capture of 1D and 2D bar codes. In addition, the four imager options all offer Motorola's revolutionary imaging technology, which delivers laser-like stunning performance on both 1D and 2D barcodes. The degradation of 1D bar code scanning performance typical in today's 2D imagers is eliminated, expanding data capture capabilities to include 2D bar codes as well as documents, images and signatures — without impacting user productivity or scanning accuracy.
FIPS 140-2 Certification	No	Yes	NIST Validated use in government applications. No additional 3rd party supplicants required.
Display	3.7 in. QVGA mono or color for Win CE 3.7 in. QVGA color only for Windows Mobile	3.7 in. VGA color for all operating systems	Best-in-class 3.7 inch high-resolution backlit color VGA touchscreen display provides great readability in any lighting condition — from bright sunlight to total darkness.
Gorilla™ Glass Scanner Exit Window	No	Yes	Increases the durability of the scanner exit window with glass that is virtually impervious to damage — including scratches.
Hardened touchscreen	Yes	Yes – with increased hardness	The increased hardness further improves resistance to wear and tear.
Hazardous Location Certification	UL Class I, II, and III Div 2, Groups A, B, C, D, F, G certification	UL Class I, II, and III Div 2, Groups A, B, C, D, F, G certification	Ensures safe operation in the presence of combustible materials — making it ideal for applications in hazardous locations, such as taking inventory of dangerous materials or inspections of weaponry
Integrated UHF RFID tag	No	Yes	Businesses that have deployed RFID can automatically track the movement and location of MC9190-G devices. Automated real-time inventory enables cost-effective compliance with accounting regulations such as FASB. And the ability to quickly and easily locate misplaced devices ensures that your devices are always available for workers on the next shift. Device utilization and worker productivity are increased, improving the return on investment.
Motorola Mobility Platform Architecture (MPA)	MPA 1.0	MPA 2.0	The latest Motorola MPA platform provides the latest best-in-class technology architecture, providing an extended lifecycle and future-proofing. In addition, the standardized platform preserves existing application investments by enabling easy and cost-effective porting of applications from other Motorola mobile computers.
Bluetooth Version	1.2	2.1 with EDR (Enhanced Data Rate)	The latest Bluetooth technology provides a faster wireless connection to more device types (up to 3 Mbps) over a more secure connection.
Bluetooth Stacks	StoneStreet	StoneStreet or Microsoft	Select the stack that best meets mobility needs.
Swappable Operating Systems	No	Yes	The ability to send the MC9190-G to a Motorola Service Center to switch between CE and Windows Mobile operating systems eliminates the need to purchase new mobile computers to accommodate a future OS migration.

THE MARKET OPPORTUNITY

Following is an assessment of the total available market, as well as the product positioning by market application, company size and more.

What the experts are saying

Mobility has become a key IT initiative and critical component for businesses of all sizes. In fact, a 2009 survey of executives at North American and European enterprises and SMB found that 68 percent see mobile data spending increasing or remaining the same and 68 percent also see mobile voice spending increasing or remaining the same.[1] As a result, the mobile workforce continues to expand — both outside and inside the four walls. According to IDC, there will be one billion mobile workers by the end of 2010.[2]
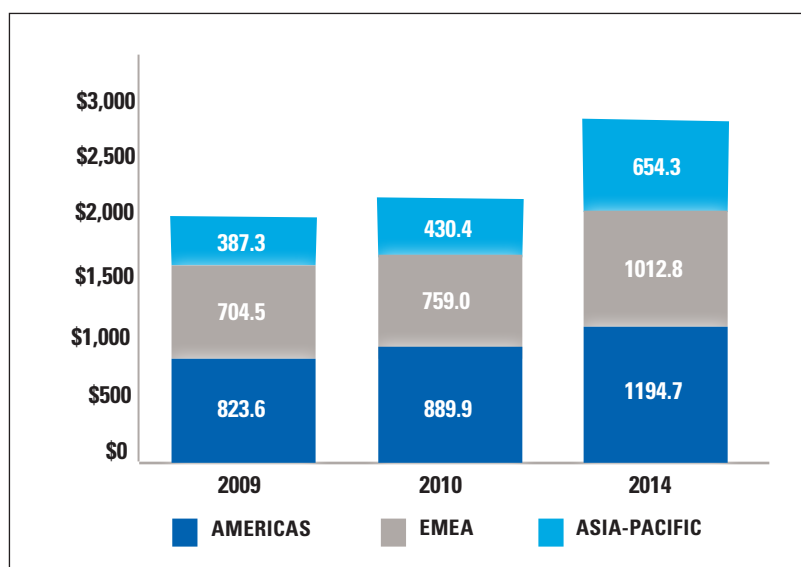
Total addressable market

While the rugged mobile computer market contracted in 2009 due to the economic downturn, 2010 marked the beginning of a rebound. VDC Research is projecting the rugged handheld computing market will grow in 2010 to $2.1 billion worldwide, representing a growth of 8.6 percent over 2009, with 2.6 million units sold worldwide. That uptick will continue through 2014 with an annual compound growth of 8 percent. The handheld rugged market is expected to grow at an 8.7 percent

CAGR from 2009-2014. Figure 1 shows the rugged handheld shipment breakdown by geographic region:

- *Americas*: 7.7 percent CAGR (2009-2014) and 8.1 percent growth expected for 2010

- *EMEA:* 7.5 percent CAGR (2009-2014) and 7.7 percent growth expected for 2010

- *Asia-Pacific:* 11.1 percent CAGR (2009-2014) and 11.1 percent growth expected on 2010

Strong opportunity for 2D imaging

2D imaging technology has established a significant presence in a number of economic sectors, including industrial/manufacturing, transportation/logistics, healthcare and government. 2D applications are expected to experience robust adoption rates over the next few years as end users are looking to encode greater amounts of information on smaller surfaces. In particular, the manufacturing industry — responding to both regulatory requirements as well as competitive pressure to improve inventory visibility and product quality — is increasingly turning to dense 2D bar codes and direct part marks to track even the smallest of components. And companies involved in warehousing, shipping and delivery of smaller items need to read the dense 2D bar codes utilized on smaller packages.

Figure 1: Current and Forecast Rugged Handheld PDA Shipments by Region (US$ in Millions)

Source: VDC, Enterprise Mobility Solutions. 2010 Market Intelligence Service: Seventh Edition

1 Forrester Research. Enterprise And SMB Networks And Telecommunications Survey, North America And Europe, Q1 2009

2 IDC Press Release: "More Than One Billion Mobile Workers Worldwide by Year's End, According to IDC." February 18, 2010. http://www.idc.com/getdoc.jsp?containerId=prUS22214110

VDC anticipates the 2D imager market will grow at a compound annual growth rate (CAGR) of 16.5 percent from 2008 to 2012 — with total revenue projected to reach 204 million by 2012 [Figure 2]. The growth in 2D imaging technology gives Motorola partners an excellent opportunity to sell the MC9190-G. With laser-like scanning performance on all major 1D and 2D symbologies, these rugged devices enable customers to take advantage of today and tomorrow's 2D applications, while keeping the same productivity levels of 1D laser scanning solutions. Additionally, the MC9190-G introduces Motorola's groundbreaking long range imager engine — to let your customers capture 2D bar codes from as far away as 30 ft. (9.14 m), even in bright sunlight and with standard paper labels.

Strong upgrade opportunity

As the successor to the well-proven MC9090-G, the MC9190-G offers an excellent upgrade opportunity for the MC9190-G's existing base of more than 1 million units. Many in this large installed base may be looking to upgrade their mobility solution and take advantage of the latest technology — including the more powerful platform, the new SE4500 2D imager engine and SE4600 long range imager, MPA 2.0 architecture and enhanced rugged design. Motorola's common platform ensures that custom applications created for the MC9090-G or other Motorola mobile computers can be easily ported to the MC9190-G devices. The MC9190-G is also backward compatible with the entire MC9000 accessory ecosystem. As a result, you can offer your MC9090-G customers the opportunity to migrate to the latest mobility technology, without the high costs and complexity typically associated with such an upgrade.

MARKET POSITIONING

The Motorola MC9190-G is not the most expensive device in the rugged mobile computer category, yet it offers your customers more features and superior performance. Key 'Motorola-only' differentiators include:

- The most robust processing architecture in its class

- The most robust rugged specifications in its class

- The only device to offer native FIPS 140-2 Level 1 certification — ideal for industries with additional security requirements, such as retail and government
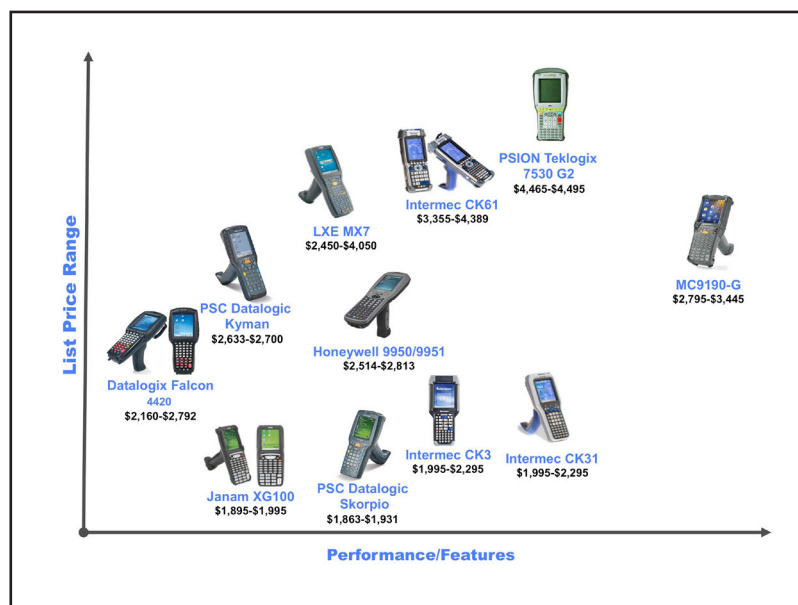
Figure 2: Forecasted Global Shipment of Handheld 2D Imagers (Millions of Dollars)

FORECAST						CAGR
	2008	**2009**	**2010**	**2011**	**2012**	**2008-2012**
2D Imager	$125	$129	$154	$178	$204	16.5%
YoY Change		3.2%	19.4%	15.6%	14.6%	

Source: 2010 Venture Development Corporation, Public Financials and Motorola (Internal Analysis)

- The only device to offer six interchangeable keypad options, so your customers can swap out keypads right in the backroom

- Most robust data capture possible — with six different advanced scan engines

- Most advanced 2D imaging technology, so your customers do not need to sacrifice scan performance and throughput on 1D bar codes

- Offers long range 2D imaging that works in any lighting condition and doesn't require special reflective label stock
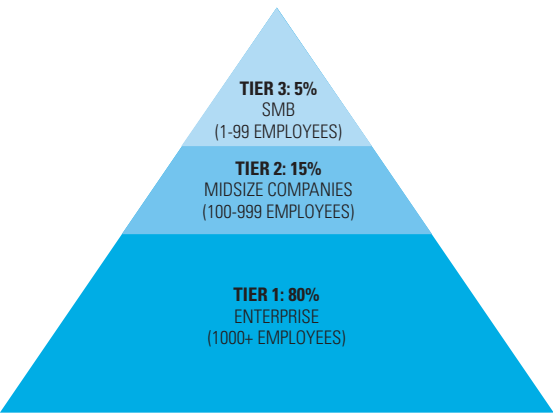
Figure 3: Price Performance Comparison

Target market and applications

MARKET	APPLICATIONS
RETAIL	• Price verification • Inventory counts • Replenishment: order entry, computer ordering, audit and review • Price management: price changes, in-store ticketing, label replacement, competitive price check • Telephony, walkie-talkie and speakerphone
WAREHOUSING & DISTRIBUTION	• Inventory counts • Replenishment: order entry, computer ordering, audit and review • Process management
MANUFAC-TURING	• System Monitoring/Dashboard • Inventory counts • Replenishment: order entry, computer ordering, audit and review • Process management
GOVERNMENT (FEDERAL)	• Maintenance (MRO, safety and weapons inspections, fleet tracking, vehicle maintenance) • Asset tracking and visibility (IT assets, military supply chain, inventory control)
GOVERNMENT (STATE, LOCAL & PUBLIC SAFETY)	• Asset Management (Inventory, MRO, Audit) • Inspections/Maintenance • Security screening/mobile data access • Code enforcement: building permits, health, fire, sanitation • Fleet Management • Secure Freight Tracking
AIRLINE	• Asset Management (Inventory, Baggage Tracking) • Inspections/Maintenance • Fleet Management • Secure Freight Tracking

Market opportunity by company size

TIER 3: 5%
SMB
(1-99 EMPLOYEES)

TIER 2: 15%
MIDSIZE COMPANIES
(100-999 EMPLOYEES)

TIER 1: 80%
ENTERPRISE
(1000+ EMPLOYEES)

Target customer: prospect titles
During the sale of the MC9190-G, you can expect to work with several key players:

Primary decision makers:
• CIO
• Director of IT

Other players:
• Business Line VP or Director (for example: customer service or warehouse operations)
• RFP Project Manager/Purchasing Director

Business proposition
This section outlines the investment required to sell the MC9190-G, the revenue opportunities associated with hardware and accessories, as well as the incremental revenue opportunities associated with software application development and advanced services.

Your investment
The investment required by Motorola business partners to sell the MC9190-G is summarized in the following chart:

INITIAL PARTNER INVESTMENT	
DESCRIPTION	**APPROX. COST TO PARTNER**
Motorola Sales Tools	Available at no cost
Certification Costs	Certification required for DPM models only
Cost for Demo Units	Available for purchase

THE MANY REVENUE OPPORTUNITIES

Hardware revenue: devices and accessories

The following charts list the available MC9190-G configurations, as well as the available accessories and peripherals.

For a complete and up-to-date list of all available configurations for the MC9190-G, please refer to Solution Builder.

Number	Features			Discount Category	Price
WINDOWS CE 6.0 MODELS — GUN FORM FACTOR, WLAN 802.11A/B/G, BLUETOOTH PAN, 256MB/1GB FLASH, 3.7" VGA COLOR DISPLAY AND INTERACTIVE SENSOR TECHNOLOGY (IST)					
	Scanner Engine	Keypad	Country		
MC9190-GA0SWEYA6WR	1D Laser (SE960)	53 Key	-	1A	$ 2,695.00
MC9190-GA0SWFYA6WR	1D Laser (SE960)	43 Key	-	1A	$ 2,695.00
MC9190-GA0SWAYA6WR	1D Laser (SE960)	28 Key	-	1A	$ 2,695.00
MC9190-GA0SWGYA6WR	1D Laser (SE960)	53-VT Key	-	1A	$ 2,695.00
MC9190-GA0SWJYA6WR	1D Laser (SE960)	53-5250 Key	-	1A	$ 2,695.00
MC9190-GJ0SWEYA6WR	1D Long Range Laser (SE1524ER)	53 Key	-	1A	$ 2,895.00
MC9190-GJ0SWFYA6WR	1D Long Range Laser (SE1524ER)	43 Key	-	1A	$ 2,895.00
MC9190-GJ0SWGYA6WR	1D Long Range Laser (SE1524ER)	53-VT Key	-	1A	$ 2,895.00
MC9190-GJ0SWJYA6WR	1D Long Range Laser (SE1524ER)	53-5250 Key		1A	$ 2,895.00
MC9190-G30SWEYA6WR	2D Imager (SE4500)	53 Key	-	1A	$ 2,795.00
MC9190-G30SWFYA6WR	2D Imager (SE4500)	43 Key	-	1A	$ 2,795.00
MC9190-G30SWGYA6WR	2D Imager (SE4500)	53-VT Key	-	1A	$ 2,795.00
MC9190-G30SWAYA6WR	2D Imager (SE4500)	28 Key	-	1A	$ 2,795.00
MC9190-G90SWEYA6WR	2D Long Range Imager (SE4600)	53 Key	-	1A	$ 2,995.00
MC9190-G90SWFYA6WR	2D Long Range Imager (SE4600)	43 Key	-	1A	$ 2,995.00
MC9190-G90SWGYA6WR	2D Long Range Imager (SE4600)	53-VT Key	-	1A	$ 2,995.00
MC9190-G90SWJYA6WR	2D Long Range Imager (SE4600)	53-5250 Key	-	1A	$ 2,995.00
MC9190-G80SWEYA6WR	2D Imager-DL (SE4500-DL)	53 Key	-	1A	$ 2,795.00
MC9190-G50SWEYA6WR	2D Imager-DPM (SE4500-HD)	53 Key	-	1A	$ 3,395.00
MC9190-G30SWEYA6TN	2D Imager (SE4500)	53 Key	Tunisia	1A	$ 2,795.00
MC9190-GA0SWEYA6TN	1D Laser (SE960)	53 Key	Tunisia	1A	$ 2,695.00
MC9190-GA0SWEYA6JP	1D Laser (SE960)	53 Key	Japan	1A	$ 2,695.00
WINDOWS CE 6.0, CONDENSATION RESISTANT MODELS — GUN FORM FACTOR, WLAN 802.11A/B/G, BLUETOOTH PAN, 256MB/1GB FLASH, 3.7" VGA COLOR DISPLAY AND INTERACTIVE SENSOR TECHNOLOGY (IST)					
	Scanner Engine	Keypad	Country		
MC9190-GA0SWEYC6WR	1D Laser (SE960)	53 Key	-	1A	$ 2,995.00
MC9190-GA0SWGYC6WR	1D Laser (SE960)	53 Key-VT	-	1A	$ 2,995.00
MC9190-GJ0SWGYC6WR	1D Long Range Laser (SE1524ER)	53 Key-VT	-	1A	$ 3,195.00
MC9190-GJ0SWEYC6WR	1D Long Range Laser (SE1524ER)	53 Key	-	1A	$ 3,195.00
MC9190-G30SWEYC6WR	2D Imager (SE4500)	53 Key	-	1A	$ 3,095.00
MC9190-G30SWGYC6WR	2D Imager (SE4500)	53 Key-VT	-	1A	$ 3,095.00
MC9190-G90SWEYC6WR	2D Long Range Imager (SE4600)	53 Key	-	1A	$ 3,295.00
MC9190-G90SWGYC6WR	2D Long Range Imager (SE4600)	53 Key-VT	-	1A	$ 3,295.00

WINDOWS MOBILE 6.5 — GUN FORM FACTOR, WLAN 802.11A/B/G, BLUETOOTH PAN, 256MB/1GB FLASH, 3.7" VGA COLOR DISPLAY AND INTERACTIVE SENSOR TECHNOLOGY (IST)					
Number	Features			Discount Category	Price
	Scanner Engine	Keypad	Country		
MC9190-GA0SWEQA6WR	1D Laser (SE960)	53 Key	-	1A	$ 2,895.00
MC9190-GA0SWFQA6WR	1D Laser (SE960)	43 Key	-	1A	$ 2,895.00
MC9190-GA0SWAQA6WR	1D Laser (SE960)	28 Key	-	1A	$ 2,895.00
MC9190-GA0SWGQA6WR	1D Laser (SE960)	53-VT Key	-	1A	$ 2,895.00
MC9190-GA0SWHQA6WR	1D Laser (SE960)	53-3270 Key	-	1A	$ 2,895.00
MC9190-GA0SWJQA6WR	1D Laser (SE960)	53-5250 Key	-	1A	$ 2,895.00
MC9190-GJ0SWEQA6WR	1D Long Range Laser (SE1524ER)	53 Key	-	1A	$ 3,095.00
MC9190-GJ0SWFQA6WR	1D Long Range Laser (SE1524ER)	43 Key	-	1A	$ 3,095.00
MC9190-GJ0SWAQA6WR	1D Long Range Laser (SE1524ER)	28 Key		1A	$ 3,095.00
MC9190-GJ0SWGQA6WR	1D Long Range Laser (SE1524ER)	53-VT Key	-	1A	$ 3,095.00
MC9190-GJ0SWHQA6WR	1D Long Range Laser (SE1524ER)	53-3270 Key	-	1A	$ 3,095.00
MC9190-GJ0SWJQA6WR	1D Long Range Laser (SE1524ER)	53-5250 Key	-	1A	$ 3,095.00
MC9190-G30SWEQA6WR	2D Imager (SE4500)	53 Key	-	1A	$ 2,995.00
MC9190-G30SWFQA6WR	2D Imager (SE4500)	43 Key	-	1A	$ 2,995.00
MC9190-G30SWGQA6WR	2D Imager (SE4500)	53-VT Key	-	1A	$ 2,995.00
MC9190-G90SWEQA6WR	2D Long Range Imager (SE4600)	53 Key	-	1A	$ 3,195.00
MC9190-G90SWFQA6WR	2D Long Range Imager (SE4600)	43 Key	-	1A	$ 3,195.00
MC9190-G90SWGQA6WR	2D Long Range Imager (SE4600)	53-VT Key	-	1A	$3,195.00
MC9190-G90SWJQA6WR	2D Long Range Imager (SE4600)	53-5250 Key	-	1A	$ 3,195.00
MC9190-G50SWEQA6WR	2D Imager-DPM (SE4500-HD)	53 Key	-	1A	$ 3,595.00
MC9190-G80SWEQA6WR	2D Imager-DL (SE4500-DL)	53 Key	-	1A	$ 2,995.00
MC9190-G90SWEQA6JP	2D Long Range Imager (SE4600)	53 Key	Japan	1A	$ 3,195.00
WINDOWS MOBILE 6.5 , CONDENSATION RESISTANT MODELS — GUN FORM FACTOR, WLAN 802.11A/B/G, BLUETOOTH PAN, 256MB/1GB FLASH, 3.7" VGA COLOR DISPLAY AND INTERACTIVE SENSOR TECHNOLOGY (IST)					
Number	Features			Discount Category	Price
	Scanner Engine	Keypad	Country		
MC9190-GA0SWEQC6WR	1D Laser (SE960)	53 Key	-	1A	$ 3,195.00
MC9190-GA0SWGQC6WR	1D Laser (SE960)	53-VT Key	-	1A	$ 3,195.00
MC9190-GJ0SWEQC6WR	1D Long Range Laser (SE1524ER)	53 Key	-	1A	$ 3,395.00
MC9190-GJ0SWGQC6WR	1D Long Range Laser (SE1524ER)	53-VT Key	-	1A	$ 3,395.00
MC9190-G30SWEQC6WR	2D Imager (SE4500)	53 Key	-	1A	$ 3,295.00
MC9190-G30SWGQC6WR	2D Imager (SE4500)	53-VT Key	-	1A	$ 3,295.00
MC9190-G90SWEQC6WR	2D Long Range Imager (SE4600)	53 Key	-	1A	$ 3,495.00
MC9190-G90SWGQC6WR	2D Long Range Imager (SE4600)	53-VT Key	-	1A	$ 3,495.00

WINDOWS MOBILE 6.5, CERTIFIED FOR USE IN HAZARDOUS LOCATIONS*: GUN FORM FACTOR, WLAN 802.11A/B/G, BLUETOOTH PAN, 256MB/1GB FLASH, 3.7" VGA COLOR DISPLAY, INTERACTIVE SENSOR TECHNOLOGY (IST), UL DIV 2					
Number	**Features**			**Discount Category**	**Price**
	Scanner Engine	**Keypad**	**Country**		
MC9190-G30SWEQA660	2D Imager (SE4500)	53 Key	-	1A	$ 3,595.00
MC9100-G30SWEQA661 Note: This model is Batch mode only (no WLAN)	2D Imager (SE4500)	53 Key	-	1A	$ 3,595.00
MC9190-GJ0SWEQA660	1D Long Range Laser (SE1524ER)	53 Key	-	1A	$ 3,695.00
MC9190-G90SWEQA660	2D Long Range Imager (SE4600)	53 Key	-	1A	$ 3,795.00
MC9190-G90SWEQA660	2D Imager-DPM (SE4500-HD)	53 Key	-	1A	$ 4,195.00

*Restricted for sale to U.S. Government customers only. Haz Loc certified MC9190 configurations for commercial markets are available through BARTEC, Motorola's strategic Haz Loc partner.

Accessories

Note: accessories not labeled for Intrinsically Safe environments cannot be used in hazardous locations/environments.

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY	LIST PRICE
CRADLES			
CRD9000-1001SR	Single Slot USB/RS232 Cradle with Spare Battery Charging.	1A	$240.00
CRD9000-110SES	Single Slot USB/RS232 Cradle with Spare Battery Charging. Includes Power Supply and US AC Line Cord.	1A	$308.00
CRD9000-111SES	Single Slot USB/RS232 Cradle with Spare Battery Charging. Includes Power Supply. Purchase AC Line Cord Separately.	1A	$298.00
CHS9000-4001CR	Four Slot Charge Only Cradle.	1A	$300.00
CRD9000-410CES	Four Slot Charge Only Cradle with Power Supply and US AC Line Cord.	1A	$459.00
CRD9000-411CES	Four Slot Charge Only Cradle with Power Supply. Purchase AC Line Cord Separately.	1A	449.00
CRD9000-4001ER	Four Slot Ethernet Cradle.	1A	$695.00
CRD9000-410EES	Four Slot Ethernet Cradle with Power Supply and US AC Line Cord.	1A	851.00
CRD9000-411EES	Four Slot Charge Only Cradle with Power Supply. Purchase AC Line Cord Separately.	1A	841.00
FLC9000-1000R	Fork Lift Cradle with USB and RS232 output for tethering other devices, such as a handheld scanner	1A	425.00
FLC9000-101R	Fork Lift Cradle High Voltage Kit: Includes Fork Lift Cradle, High Voltage Power Converter, and Fork Lift Power Input Cable	1A	675.00
BATTERIES AND CHARGING ACCESSORIES			
SAC9000-4000R	Four Slot Battery Charger.	1A	$325.00
SAC9000-400CES	Four Slot Battery Charger with Power Supply and US AC Line Cord.	1A	$450.25
21-32665-48R	Universal Battery Charger Adapter	1A	$120.00
UBC2000-I500DR	Universal Battery Charger Four Slot Base. Includes Power Supply and DC Line Cord. Purchase AC Line Cord Separately.	1A	$180.00
VCA9001-12R	Auto Charge Cable (cigarette lighter) 12 volt. Requires Adapter ADP9000-100R	1A	$160.00
VCA9000-24R	Auto charge cable (cigarette lighter) 24 volt. Requires Adapter ADP9000-100R	1A	$160.00
KT-21-61261-01	Spare Battery for MC9190-G and MC9000-G	1A	$90.00
BTRY-MC90GKAB0E-NI	Spare Battery for MC919x Haz Loc, 2200mAh, UL Class I, II, III / Div 2 certified	1A	$145.00
23844-00-00R	US AC Line Cord, 7.5FT (Cradles and Battery Charger).	1A	$10.00

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY	LIST PRICE
BATTERIES AND CHARGING ACCESSORIES, CONTD.			
KT-32665-02R	Power Supply Kit for UBC Adapter, Includes Power Supply and US AC Line Cord.	1A	$100.00
PWRS-14000-148R	Power Supply for Single Slot Cradle and Cable Cup Charging	1A	$58.00
PWRS-14000-242R	Power Supply for SAC9000-4000R Battery Charger	1A	$110.00
PWRS-14000-241R	Power Supply For Four Slot Cradles	1A	$105.00
50-16002-029R	DC Line Cord for Four Slot Cradles, Power Supply 50-14000-241R and PWRS-14000-241R	1A	$41.00
25-72614-01R	DC Cord for Four Slot Battery Charger, Power Supply 50-14000-242R and PWRS-14000-242R	1A	$5.25
50-14000-251R	High Voltage Power Converter for use with Fork Lift Cradle (supports 36, 48, 60 nominal VDC systems)	1A	$275.00
50-14000-252R	Low Voltage Power converter for use with Fork Lift Cradle (supports 12, 24 nominal VDC systems)	1A	$275.00
CABLES			
25-64396-01R	USB charge / sync cable for CRD9000-1001SR	1A	$15.00
25-62164-01R	RS232 Communication Cable for ADP9000-100R	1A	$50.00
25-62166-01R	USB Communication Cable for ADP9000-100R	1A	$50.00
25-62167-03R	DEX Cable for use with ADP9000-100R	1A	$55.00
25-62168-01R	Paxar Printer cable	1A	$50.00
25-62169-01R	O'Neil Printer cable	1A	$50.00
25-62170-02R	Zebra Printer cable "QL series"	1A	$50.00
25-62170-02R	Zebra Printer cable "QL series"	1A	$50.00
25-63856-01R	Modem Cable Allows Single Slot Cradle to be used as a Modem Cradle.	1A	$20.00
ADP9000-110R	MC90XX/MC91XX Cable Adapter Cup (5v - 350mA) for use with long range scanner LS3408ER	1A	$80.00
ADP9000-100R	MC90XX/MC91XX Cable Adapter Cup (3.3v - 500mA)	1A	$77.00
25-63852-01R	RS232 Cable for CRD9000-1001SR	1A	$22.00
25-103872-01R	Fork Lift Power Input Cable	1A	$65.00
SOFT GOODS			
11-67218-04R	Protective Boot for MC9090-G and MC9190-G.	1A	$7.00
58-40000-007R	Universal shoulder strap for holster (SG-MC9121112-01R)	1A	$14.70
SG-MC9121112-01R	Holster for MC90XX-G and MC9190-G Only	1A	$65.00
11-08062-02R	Belt for Holster (SG-MC9121112-01R) for MC90XX-G Only	1A	$32.00
KT-66447-03R	KIT: MC9000-G and MC9190-G HAND STRAPS "pkg 3"	1A	$30.00
SG-MC9024242-01R	Heated Boot for MC9090-G and MC9190-G For Freezer Applications	1A	$275.00
POWER LINE CORDS			
50-16002-029R	DC cable for power supply PWRS-14000-241R.	1A	$41.00
23844-00-00R	US AC line cord, grounded, three wire for power supplies PWRS-14000-148R and PWRS-14000-241R.	1A	$10.00
50-16000-182R	US AC line cord, ungrounded, two wire for power supply PWRS-14000-249R.	1A	$5.00
50-16000-217R	AC Line Cord, 1.8M, grounded, three wire, AS 3112 plug. Associated Country: Australia, China, New Guinea. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A	$10.00
50-16000-218R	AC Line Cord, 1.8M, grounded, three wire, NEMA 1-15P plug. Associated Countries: Japan. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A	$10.00
50-16000-219R	AC Line Cord, 1.8M, three wire, grounded BS1363 plug. Associated Countries: Hong Kong, Iraq, Malaysia, Singapore, United Kingdom. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A	$15.00

CUSTOMER ORDER P/N	DESCRIPTION	DISCOUNT CATEGORY	LIST PRICE
POWER LINE CORDS, CONTD.			
50-16000-220R	AC Line Cord, 1.8M, grounded, three wire CEE 7/7plug. Associated Countries: Europe, Abu Dhabi, Bolivia, Dubai, Egypt, Iran, Korea, Russia, Vietnam. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A	$10.00
50-16000-221R	AC Line Cord, 1.8M, grounded, USA NEMA 5-15P. Associated Countries: Brazil, United States. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A	$15.00
50-16000-256R	AC Line Cord, 1.8M, grounded, CEE7/7 plug. Associated Country: Korea. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A	$10.00
50-16000-257R	AC Line Cord, 1.8M, grounded, three wire, IEC 60320 C13 plug. Associated Country: China. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A	$10.00
50-16000-669R	AC Lind Cord, 1.8 M grounded, three wire, BS 546 Plug. Associated Country: India. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A	$15.00
50-16000-671R	AC Line Cord, 1.8M grounded, CIE 23-16 plug. Associated Country: Italy. For power supplies PWRS-14000-148R and PWRS-14000-241R.	1A	$15.00
KEYPADS			
KYPD-MC9XMR000-01R	MC909X-G & MC9190-G 28 key Keypad	1A	$195.00
KYPD-MC9XMS000-01R	MC909X-G & MC9190-G 53 key Keypad	1A	$195.00
KYPD-MC9XMT000-01R	MC909X-G & MC9190-G 43 key Keypad	1A	$195.00
KYPD-MC9XMU000-01R	MC909X-G & MC9190-G 53 VT key Keypad	1A	$195.00
KYPD-MC9XMV000-01R	MC909X-G & MC9190-G 53-3270 key Keypad	1A	$195.00
KYPD-MC9XMW000-01R	MC909X-G & MC9190-G 53-5250 key Keypad	1A	$195.00
KYPD-MC9XMS000-11R	MC909X-G & MC9190-G 53 key white Keypad	1A	$195.00
SNAP-ON			
MSR9001-100R	MC90XX and MC9190-G Snap on Mag Stripe Reader	1A	$290.00
MISCELLANEOUS			
MDM9000-100R	Modem Module for MC9000 and MC9190-G (Dongle)	1A	$245.00
KT-61498-01R	Cradle Wall mounting bracket. Order one for Single Slot cradle and one for the Four Slot Battery Charger. Order 2 for Mounting Four Slot Cradles. Order Cradle Bracket separately to attach to the wall mount bracket.	1A	$64.00
KT-61499-01R	Cradle Mounting Bracket. Order one for Single Slot cradle and one for Four Slot Battery Charger. Order 2 for Four Slot Cradles. Attaches to the bottom of the Cradle/Charger.	1A	$40.00
KT-93176-03R	MC9000/MC9190-G Screen Guards Self align (Pack of 3)	1A	$40.00
KT-81680-50R	50 Pack Stylus Kit, for MC9090-G and MC9190-G. Includes Tether.	1A	$300.00
KT-81680-03R	3 Pack Stylus Kit, for MC9090-G and MC9190-G. Includes Tether.	1A	$18.00
KT-68144-10R	10 Pack Stylus Kit, for MC9090-G and MC9190-G. Does Not Include Tether.	1A	$35.00
KT-68144-50R	50 Pack Stylus Kit, for MC9090-G and MC9190-G. Does Not Include Tether.	1A	$140.00
KT-70147-01R	MC9090-G and MC9190-G Belt Clip	1A	$15.00
50-11300-050R	GSM Headset	1A	$345.00
RCH50	Rugged Cabled Headset	1A	$265.00
25-124387-01R	RCH50 Adapter Cable to Standard 3-pole 2.5mm Barrel Jack Used With MC70/75, MC3090, MC9090, and MC9190-G	1A	$45.00
KT-32665-01R	Wall Mount for UBC2000-I500DR, Universal Battery Charger.	1A	$26.00
KT-88330-03R	USB Adapter ESD for Notebooks 3 pack	1A	$43.00

Software revenue

Application development provides a strong revenue opportunity for software partners and system integrators. Many customers will require the development of new end-user or other supporting software, or the ability to extend existing business applications to the MC9190-G. As a result, software partners will have the opportunity to develop and integrate a range of vertical applications, including applications for asset management, warehouse management, inventory management, shipping/receiving, work-in-process and more.

In addition, the MC9190-G is compatible with Motorola's flagship mobile device management solution, Mobility Services Platform (MSP), providing an additional sales opportunity. With MSP, your customers can easily and cost-effectively stage, provision, monitor and troubleshoot MC9190-G, other Motorola mobile computers and non-Motorola mobile computers and peripherals, all from a single centralized console.

Integration and enhanced services revenue

Leveraging your services portfolio with Motorola's Enterprise Mobility Services as part of the complete solution provides you with a significant opportunity to earn more revenue and increase your profit margin. Five services practices — Design, Implementation, Management, Security and Support — provide the comprehensive framework to help you address every stage of your customers' mobility deployments. These flexible services are available to help your customers deploy mobility for the first time, expand an existing mobility solution or validate the current performance and security of an existing mobility solution. If you do not offer these services yourself, you have an opportunity to leverage and resell Motorola's Enterprise Mobility Services to help ensure your customers get the services they need — when and where they need them.

As you know, your own experience, coupled with industry research shows that customers are more likely to select service plans when they're bundled up front with a hardware quote as part of a complete solution. As our partner in selling Motorola products, it can benefit you, as well as your customer, to include Motorola's exceptional services into each sale. There's no better way to give your customers total service peace of mind by helping to ensure their investment is protected.

KEY SELLING POINTS

In this section, we take a look at the key product differentiators of the MC9190-G and questions that can help you qualify an MC9190-G sales opportunity.

Differentiators

Following are the key competitive advantages of the Motorola MC9190-G:

- **Most robust power architecture:** With an 806 MHz processor, 256MB RAM/1GB Flash and storage expansion up to 32GB, the MC9190-G offers the maximum processing platform in its class today. As a result, your customers can enjoy desktop-like performance to power the most demanding mobile applications — including HD multimedia and thick client applications.

- **Motorola MAX *Rugged* for industry-leading rugged design and reliability:** While its predecessor (MC9090-G) is known for superior ruggedness, the MC9190-G takes rugged design to a new level. Enhanced rugged specifications and features include:

  – Drop (impact) test: multiple 6 ft./1.8 m drops to concrete across operating temperature range; meets and exceeds MIL-STD 810G

  – Tumble (endurance) test: reliable operation after 2,000 3.28 ft./1 m consecutive tumbles (4,000 hits) in Motorola's tumble drum

  – IP64 sealing: complete protection against dust and splashing liquids

  – Touchscreen: improved resistance to wear and tear

  – Fortified scanner exit window with environmentally-friendly, ultra strong Gorilla™ glass: the glass is practically impervious to damage and can flex with most everyday bumps and drops without shattering or scratching

  – UL Class I, II, III / Division 2 certification enables use in environments where combustible materials may be present.

- **Motorola MAX *Data Capture* — Six scanning options for high-performance capture of virtually any type of bar code:** Only the MC9190-G gives your customers a choice of six industry leading advanced data capture engines. As

a result, they can choose the model sure to deliver the best performance for their particular application needs. The six options are:

– SE4500-SR standard range imager: Omnidirectional scanning of low/medium density 1D/2D codes

– SE4600: Omnidirectional long range scanning of 1D/2D codes — from as close as 8 in./20.32 cm to 30 ft./9.14 m

– SE4500-DL: Omnidirectional scanning of medium to high density 1D/2D codes and the large PDF codes found on driver's licenses and other identification cards for gate access and border crossings

– SE4500-HD: Omnidirectional scanning of direct part marks for track and trace in auto and aerospace manufacturing and reading of very high density 1D and 2D codes

– SE960: High performance 1D scanning — adaptive scanning maximizes the range and enables scanning of codes that are damaged or underneath shrink wrap

– SE1524-ER: Long range scanning (up to 45 ft./ 13.71 m) of low and medium density 1D codes — including codes that are damaged or underneath shrink wrap

• **Latest generation imager for unmatched scanning performance on all bar codes — 1D and 2D:** Our revolutionary SE4500 imager provides laser-like performance on all 1D and 2D bar codes, including poorly printed and damaged labels. Your customers won't have to sacrifice 1D scanning performance to benefit from the versatility of a 2D imager. And a groundbreaking long range imager option lets workers scan 1D and 2D bar codes from as far away as 30 ft. (9.14 m), even in bright sunlight on standard paper labels — no special reflective label stock required.

• **Motorola MAX *Sensor* — enterprise-class motion sensing:** Motorola MAX *Sensor* starts where typical accelerometers end. The MC9190-G automatically rotates the screen to match device orientation (and maximize the display area for the application on hand), logs drops to improve employee accountability and reverts to sleep mode when not in use to preserve battery power. Sensor data can even be used in custom applications, such as 'man down' alerts.

• **Integrated RFID tag for effortless real-time tracking:** If your customers have deployed RFID technology, the MC9190-G's integrated UHF Gen 2 RFID tag enables 'touchless' tracking of devices in real time. The movement and location of all MC9190-G devices are instantly visible from the moment they arrive at your customer's facility — no more lost or misplaced devices.

• **Works on any wireless LAN:** The 802.11a/b/g CCX v4-compatible tri-mode radio connects to both 2.4GHz and 5GHz WLANs for cost-effective voice and data connectivity in the office and hot spots; 802.11a support enables segmentation of voice traffic to ensure voice quality; VoWLAN support for cost-effective voice and voice-directed applications.

• **Motorola MAX Secure — Government grade security over any WLAN:** The MC9190-G is the only device in its class to offer FIPS 140-2 certification in addition to the latest encryption and authentication protocols, ensuring protection for even sensitive government data. And unlike many other mobile devices, the MC9190-G's security features do not impact performance, to protect both your customer's data and productivity.

– The MPA 2.0 platform provides support for WPA2 Enterprise, 802.1x; EAP-TLS; TTLS (CHAP, MS-CHAP, MS-CHAPv2, PAP or MD5); PEAP (TLS, MSCHAPv2, EAP-GTC); WPA2/AES, CCX v4 and IPv6.

– Compatibility with Motorola's Mobile Security Suite offers device-level protection: device level firewall, intrusion prevention, enforced authentication, data encryption and integrity monitoring to protect the data that is resident on and in transit to and from MC9190-G devices.

– Compatibility with Motorola's Mobile Virtual Private Networks (MVPNs) ensures the end-to-end secure transmissions required in government applications and to meet regulatory mandates for PCI in retail operations, HIPAA in healthcare organizations and more

- **Only device in its class to offer six interchangeable keypads — Motorola MAX *Keypad* :** A family of keypad options makes data entry as simple as possible, no matter your customer's application needs. And our patented modular architecture lets your customers change the keypads in minutes, right on site — to easily upgrade the MC9190-G to fit new applications or change out a damaged keypad.

- **A choice of the most advanced mobile operating systems:** Your customers can choose between:

  – Microsoft's Windows® Mobile® 6.5: to increase interoperability with their existing enterprise infrastructure, a familiar user interface, a flexible development environment and support for many off-the-shelf business applications

  – Microsoft WinCE 6.0: to provide a robust platform for custom application development

  – Additionally, your customers can send their MC9190-G devices to a Motorola Service Center to switch between operating systems, so there's no need to purchase new mobile computers to migrate to a new OS.

- **Best-in-class high resolution display:** The MC9190-G's 3.7 inch high-resolution backlit color VGA display provides 30% greater resolution than competitor's QVGA displays for crystal clear text and graphics. This best-in-class display is easy to view in any lighting — from the dim corners of a warehouse to the bright sunlight out on the loading dock or tarmac.

- **Field proven rugged form factor:** The MC9190-G is based on the highly successful MC9090-G form factor, with an installed base of over 1 million units deployed. MC9190-G customers can enjoy the peace of mind that comes from selecting an industry leader, a field proven platform and an award-winning partner channel that offers a best-in-class broad set of ready-to-go and custom applications for any industry.

- **Backwards compatible with all MC9000 accessories:** Your MC9000 customers can upgrade to the latest technology advancements while preserving their existing accessory investments. Additionally, the common platform ensures fast porting of existing MC9000-based applications to the MC9190-G.

- **Easy centralized device management of devices and their accessories:** Compatibility with Motorola's Mobility Services Platform (MSP) enables comprehensive and flexible centralized management of a broad range of mobile computers and their attached peripherals, anywhere in the world, all from a single console.

- **World-class enterprise support plans:** Enterprise Mobility Services are one of the top differentiators of Motorola products. Customers rely on Motorola to keep their businesses running. Help them protect their investment with the most complete service programs Motorola has ever offered. Motorola's Managed Device Service can help keep the MC9190-G up, running and in the hands of mobile users. This expert management solution simplifies day-to-day support, maximizes device availability and uptime, and helps to reduce 'No Trouble Found' errors. Motorola's multilingual help desk provides a first point of contact, and is manned by technicians who can take remote control of the MC9190-G to identify and resolve issues with minimal user involvement. Other components include proactive device monitoring to identify and correct device issues before users are impacted, execution of software updates, and real-time asset tracking to enable rapid identification, locking or wiping of lost or stolen devices. To protect your customer's investment from the unexpected, Motorola also recommends Service from the Start with Comprehensive Coverage. This unique all-inclusive service sets the standard for post-deployment support by covering normal wear and tear, internal and external components damaged through accidental breakage, and even select accessories that ship together with the MC9190-G for no additional charge. There's no better way to give your customers total peace of mind.

QUALIFYING YOUR CUSTOMER

The following questions will help uncover underlying needs that can be addressed with the Motorola MC9190-G.

Uncover the business problem:

- What business problem are you trying to solve, what business process are you trying to improve or what business initiative are you trying to accomplish through the use of a mobile device?

- Are you still running a primarily "paper based" inventory management system? What benefits would you realize if you could replace paper with real-time processes and automate data capture to eliminate the opportunity for data errors?

- Who is the intended user group (for example, warehouse personnel, loading dock personnel)?

- What applications are you looking to create (new) or mobilize (existing)?

- Are your mobile workers currently using mobile computers? If so:

  – Which manufacturer and model?

  – Is the device performing to your enterprise standards from both a processing power and durability point of view?

  – What do you see as the benefits and limitations of this device?

  – How easy is it to manage the mobile devices (initial provisioning, updating of firmware and configuration, troubleshooting)? Does management of the mobile devices create any internal issues?

Uncover the opportunity and areas where the strengths of the MC9190-G are key selling points:

- How important are device size and ergonomics?

- Will the device be used in scan-intensive applications?

- In what type of environmental conditions will the devices be used? Do workers spend much of their time on the loading dock or warehouse floor where the devices encounter moisture, dust and are dropped/banged repeatedly?

- Do you find environmental issues such as extreme temperature fluctuations, water/moisture humidity and excessive vibration an issue with your current technologies?

- Do you have 'plug-in devices' that connect to your existing mobile devices, such as bar code scanners, wireless cards, cameras and document scanners? (These plug-in devices represent a significant source of failure when the device is dropped.)

- Do personnel work in areas where there may be combustible materials? For example, do workers need to process an incoming shipment of ammunition, inspect a missile, take inventory of weaponry? Is Haz Loc certification important?

- What bar code symbologies do you need to support? Do you require 2D bar code imaging now or in the future? Do you need to migrate to the new GS1 bar code? Do you need to capture direct part marks? Or PDF417 bar codes on driver's licenses and identification cards?

- Do your employees waste time lining up the scanner trying to get a positive scan? Do workers have trouble getting a positive scan on damaged or dirty labels?

- Do workers need to scan items/shelf tags from a distance (i.e. on a high shelf or deep inside a truck)? Do you currently have a long range 1D solution in place today that requires special reflective label stock?

- Have you deployed or are you planning to deploy RFID? Would your organization benefit from the ability to automatically track the movement and location of MC9190-G devices?

- Would you like to be able to swap keypads right in the backroom to either upgrade the keypad to support updated or new applications — or to re-deploy devices in another area of your business in a completely different division?

Specific questions for manufacturing opportunities:

- Do you need to track parts throughout the supply chain or production process?

- Would you benefit from tighter control over inventory levels? Do you want to lower inventory carrying costs? Do you experience scheduling bottlenecks?

- Do you need to comply with any new part-tracking mandates — i.e. TREAD in the automotive industry, e-Pedigree in healthcare, or IUID for the U.S. Department of Defense?

Uncover the technical environment:

- What security protocols are currently in use?

- What security protocols are required in your mobility solution?

- What back-end systems will you need to integrate?

Service-related questions:

- What is the impact of downtime on your business?

- How long can you afford to be without your product?

- Is turnaround time flexible?

- If we could offer you a service plan that covers your MC9190-G investment from accidental breakage for a one-time, upfront cost, would you be interested?

- Do you have the IT resources to manage and control how and when your device software is updated to help ensure your devices are functioning optimally and securely?

- Do you have the tools, resources and expertise necessary to manage your mobile devices?

ENTERPRISE MOBILITY SERVICES OPPORTUNITY

As our partner in selling Motorola products, you can benefit from offering your customers a complete solution that includes Enterprise Mobility Services. Selling services up front with the product results in a higher attachment rate. In addition, it provides a unique opportunity to increase your profit margin while providing a renewable revenue stream for your business.

Motorola's flexible, channel-ready services are designed to give your customers the services they need — when and where they need them. In addition, Enterprise Mobility Services benefit your customers' businesses by:

- Providing expert product repair and telephone technical support

- Helping to ensure they get the most value from their Motorola investment

- Protecting their investment in our technology

Management Services for the MC9190-G

If your organization does not offer a managed device service, consider augmenting your services portfolio with Motorola's Managed Device Service — a key component of our Device Management Framework, which provides complete end-to-end management of your customers' device assets with the expertise to help improve the availability of their mobile devices throughout their organization.

You have an excellent opportunity to upsell services with the MC9190-G. Enterprise Mobility Services programs provide enhanced support for your customers' critical mobility operations. Customers can pay "a little now" for extended services or pay "a lot later" in the event of a repair and lost downtime.

Managed Device Service is comprised of two fundamental components provided through Motorola's Managed Services Delivery Center: multi-lingual help desk support, which provides problem resolution by telephone while utilizing specialized tools for remote triage; and proactive device management, which provides software management, asset management and security, together with operational analysis and reporting.

With expert management of mobile assets, Motorola's global Managed Services Delivery Center provides additional services that further help increase device availability, such as identifying lost or stolen devices, strict version control for software and applications, device usage profiling, battery management and proactive device testing.

To help ensure maximum availability and uptime, Motorola's Managed Device Service is customized to meet your customer's specific device management requirements.

Support Services for the MC9190-G

Motorola's Support Practice includes the complete Customer Services portfolio of traditional "break/fix" services, including Service from Start with Comprehensive Coverage through the newer software support programs.

Seamless integration with Motorola's Customer Services team helps ensure ongoing support for your customer's complete solution. Our experienced support engineers are available to assist customers with problem diagnosis and resolution — helping to ensure their mission-critical systems are always up and running at peak performance.

The following services are available to keep the MC9190-G operating at peak performance throughout its lifecycle:

SUPPORT SERVICES

ENTERPRISE MOBILITY SERVICES	SERVICE DESCRIPTION	TIME OF PURCHASE	LENGTH OF COVERAGE	SERVICE PART NUMBER

Service from the Start – Bronze with Comprehensive Coverage	• Multiple years of seamless coverage at a one-time cost
	• Covers:
	  – Normal wear and tear
	  – Internal and external components damaged through accidental breakage
		Up front with the hardware (prepaid) or within 30 days thereafter	Three years
			Five years
				SSB-MC9190G-30
				SSB-MC9190G-50

Service from the Start – Gold with Comprehensive Coverage	– Select accessories that ship together with the MC9190-G — Includes styluses, screen protectors, hand straps and battery doors, where applicable • Depot repair with 3-day in-house turnaround time for Bronze-level service • Advance device replacement for Gold-level service • Automatic application of engineering changes • Full access to technical support resources • Rights to download and use software releases and supporting documentation			SSG-MC9190G-30 SSG-MC9190G-50
Service Center Support – Bronze	• Seamless coverage, renewable in one-year increments • Covers normal wear and tear • Includes all materials, parts and labor • Bronze-level service delivers depot repair with 3-day in-house turnaround time	Any time	One year Three years	SCB-MC9190G-10 SCB-MC9190G-30
Service Center Support – Gold	• Gold-level service includes advance device replacement and the Commissioning service • Full access to technical support resources • Rights to download and use software releases and supporting documentation			SCG-MC9190G-10 SCG-MC9190G-30
Enterprise Mobility Software Support	• Full access to technical support resources • Rights to download and use software releases and supporting documentation	Any time	One year	SWS-EMHW-0250-10 SWS-EMHW-1000-10 SWS-EMHW-5000-10
			Three years	SWS-EMHW-0250-30 SWS-EMHW-1000-30 SWS-EMHW-5000-30
			Five years	SWS-EMHW-0250-50 SWS-EMHW-1000-50 SWS-EMHW-5000-50

NOTE: please refer to **Solution Builder** for the most up-to-date information and global pricing.

MANAGED DEVICE SERVICES

ENTERPRISE MOBILITY SERVICES	SERVICE DESCRIPTION	TIME OF PURCHASE	LENGTH OF COVERAGE	SERVICE PART NUMBER
Managed Device Service	• Comprehensive device management including remote access and troubleshooting, asset management, software management, security and reporting • Requires MDS-INIT	Any time	Custom	MDS-000
Managed Device Service Initiation	• Includes operational environment readiness, service initiation and onboarding • Required for purchase of MDS-000			MDS-INIT

NOTE: due to the complex nature of each customer's environment, this service is custom quoted. Please contact your local Services Account Manager to help you develop a quotation for your customer.

SALES TOOLS

This section details the product classification, where you can find additional information, available training and certification programs, and dates of availability.

Key dates

First Customer Ship (FCS): April 2011
Product announcement (press release): January 10, 2011
General availability (GA): April 2011

Sales and reference materials

For the latest information and sales support materials, please visit the following resources:

Partner Hallway:
http://www.symbol.com/partner-reception

MC9190-G Product Home:
http://www.motorola.com/mc9190g

Enterprise Mobility Services:
Public: http://www.motorola.com/business/services
Partners: https://partnerselecthallway.motorola.com/product_services/services/index.aspx

Training:
http://edu.symbol.com

Solution Builder:
https://solutionbuilder.motorola.com

Product classification and certification

The MC9190-G, with the exception of the DPM configurations, is a Class 2 product that is available for purchase and sale by all partners that meet the requirements for this segmentation. While training and certification are not required to sell the MC9190-G Class 2 models, free training materials are available on Partner Hallway to assist your sales efforts.

Please note that the DPM configurations (MC9190-G50SWEYA6WR and MC9190-G50SWEQA6WR) are Class 4 products that require partners to complete product-specific certification prior to reselling. For more information on the certification requirements for the Class 4 DPM model, please visit http://edu.symbol.com (Course Title: DPM CERT).

For more information on how the MC9190-G and other Motorola enterprise mobility solutions can help your customers, please contact us at 1.800.722.6234 or +1.631.738.2400, or visit us on the web at:
http://www.motorola.com/mc9190g

WHY MOTOROLA SOLUTIONS

When it comes to delivering mobility solutions your customers can depend on, turn to the company chosen by enterprises around the world in nearly every industry — Motorola Solutions. Every day, companies of nearly every size — from a majority of the Fortune 500 companies to small to medium size organizations — count on Motorola Solutions to streamline processes and maintain a competitive edge. When you choose Motorola enterprise mobility solutions, you choose a leader that offers over 80 years of experience in bar code scanning, mobile computing and wireless infrastructure technology development and deployment — including a long history of industry firsts. When you choose Motorola's mobility solutions, you give your customer the power to drive inefficiencies out of business operations — and productivity and profitability in.

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